

# **Focused Approach to Safety**

## ***Louisiana Transportation Safety Summit***

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U.S. Department of Transportation  
**Federal Highway Administration**

 **Safe Roads for a Safer Future**  
*Investment in roadway safety saves lives*  
<http://safety.fhwa.dot.gov>

# Presentation Agenda

- **Program Purpose and Benefits**
- **Program Structure**
- **2015 Changes**
- **Resources**

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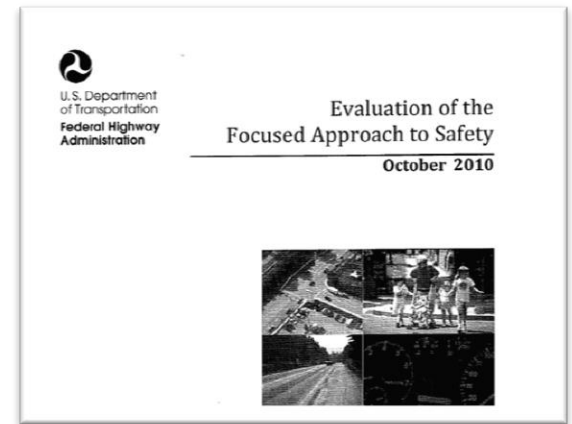
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# What is the Focused Approach to Safety (FAS)?

- Coordinated by the Office of Safety
  - FHWA Program to better address critical safety challenges
  - Targeted delivery of resources to focus States
  - Goes beyond traditional methods
  - Opportunities to address three Focus Areas

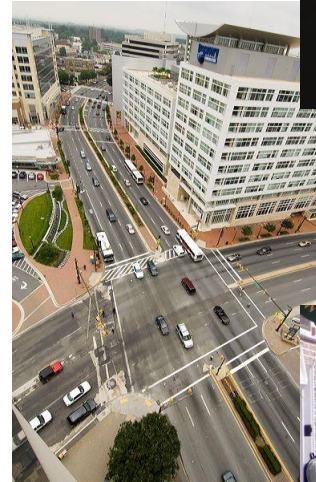
# History and Evaluation

- Began in 2004
- Three improvement iterations
- Volpe Center evaluated two questions:
  - How effective has the focused approach to safety been?
  - How effective and accurate is the criteria that we used to determine state eligibility?



# What are the three Focus Areas?

1. Roadway departure crashes
  - 53 percent of all highway deaths
2. Intersection-related crashes
  - 21 percent of all highway deaths
3. Pedestrian crashes
  - 11 percent of all highway deaths



# What are the overall benefits?

- Increases awareness of critical severe crash types.
- Provides data analysis and action plan development for Focus Areas from initiation to implementation.
- Leads to critical safety infrastructure improvements by promoting the use of effective safety countermeasures.
- Assists FHWA, State DOTs, and localities when prioritizing resources.
- Creates positive organizational changes in safety culture, policies, and procedures.

# What are the specific benefits to the focus State?

- Assists with existing SHSP fatality reduction goals in each Focus Area
- Provides additional access to:
  - FHWA Resource Center
  - Training and technical assistance
  - Tools and technologies
- Improves awareness and understanding of infrastructure-related crash factors.



# FHWA Benefits...

- We are able to steer resources towards the States that need them the most.



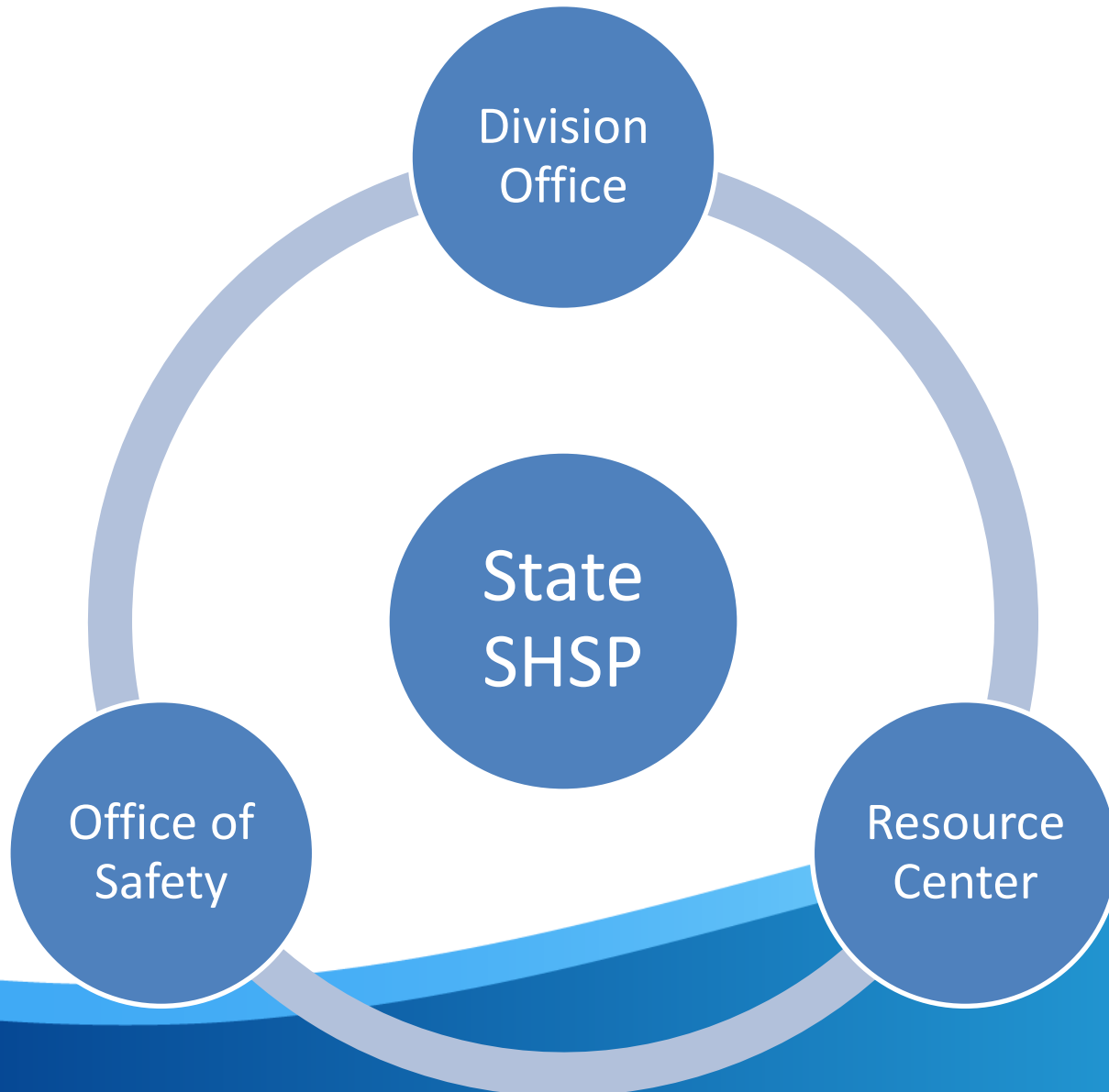
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# Step 1: Create a tailored approach

- **State Role**: Indicates an interest in moving forward.
- **Division Role**: Coordinate a meeting between the focus State , Resource Center and Office of Safety using the Strategic Highway Safety Plan as the starting point to target appropriate resources within the selected focus area(s).
- **Resource Center Role**: Provide focus area expertise, tools, and resources
- **HQ Role**: Provide an overview and framework of the Focused Approach and answer questions

# Step 1: Tailored Approach



## Step 2: Match resources to needs

- Match resources to needs and deliver Focused Approach benefits such as safety analyses and implementation plans in coordination with the focus State's direction.



# Step 3: Implement the plan

- **State Role**: Implement the safety projects/activities identified over the years recommended.
- **Division and HQ Role**: Provide oversight.



# Step 4: Monitor the results

- Monitor and report challenges and success stories to FHWA.
- Be flexible. Make adjustments to overcome challenges.
- Maximize return on investment by evaluating the plan's effectiveness.



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# FAS Evaluation/Recommendations

- Keep current focus areas
- Enhance selection process



2004

The Focused Approach began  
Focus & Opportunity States named  
4 Pedestrian Focus Cities named



2008

Revised Focus and Opportunity States  
RwD combined to include all roads  
Added Speed Management Focus area



2010

Revised Focus States and Cities  
Added significantly more Pedestrian Focus Cities  
Speed Management Focus dropped



2015

Bicyclists added to Pedestrian Focus  
New Definition expands Intersection Focus  
RwD Focus States significantly decreased

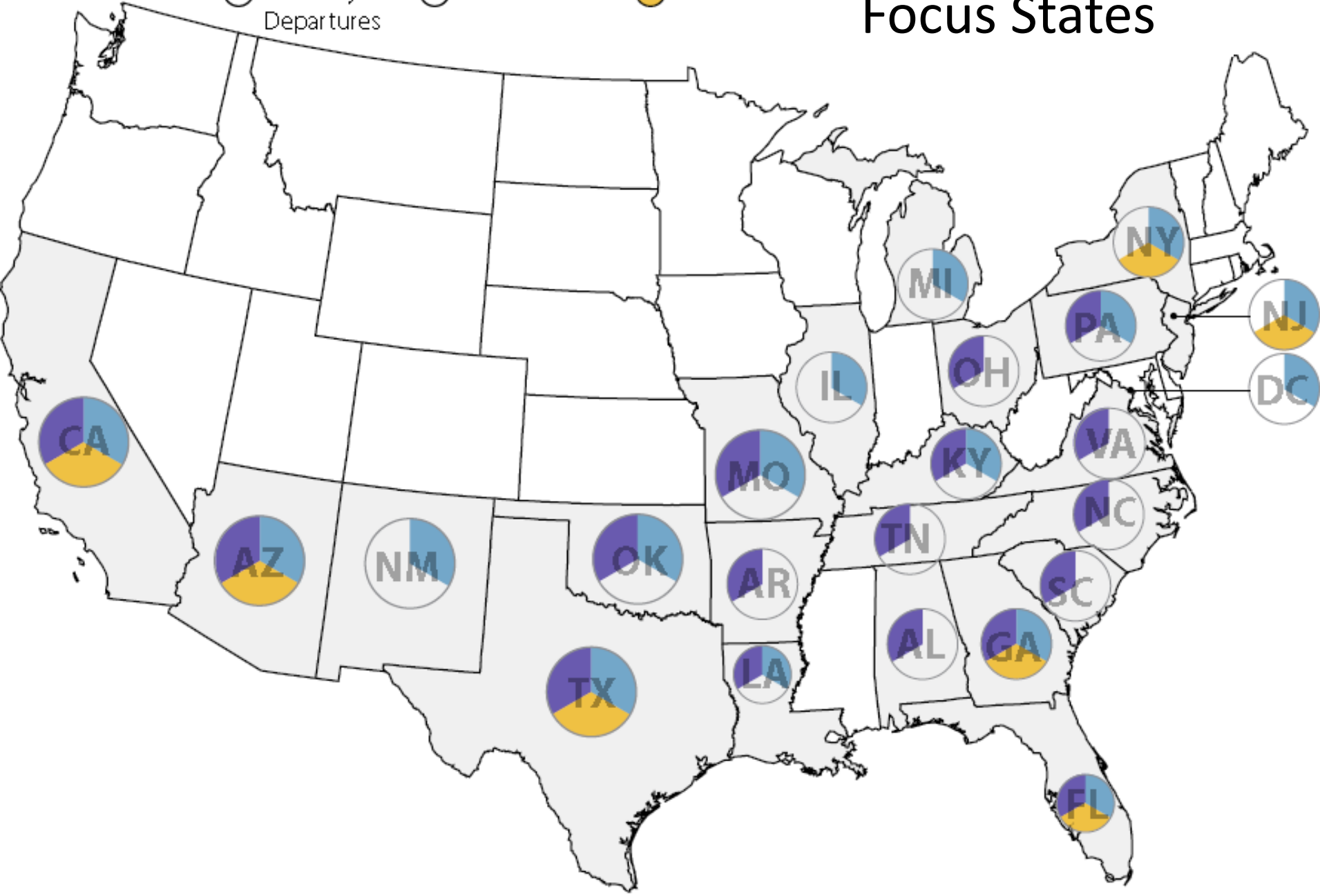
- Tailored services
- Refine monitoring process

# Criteria for Selecting Focus States and Focus Cities

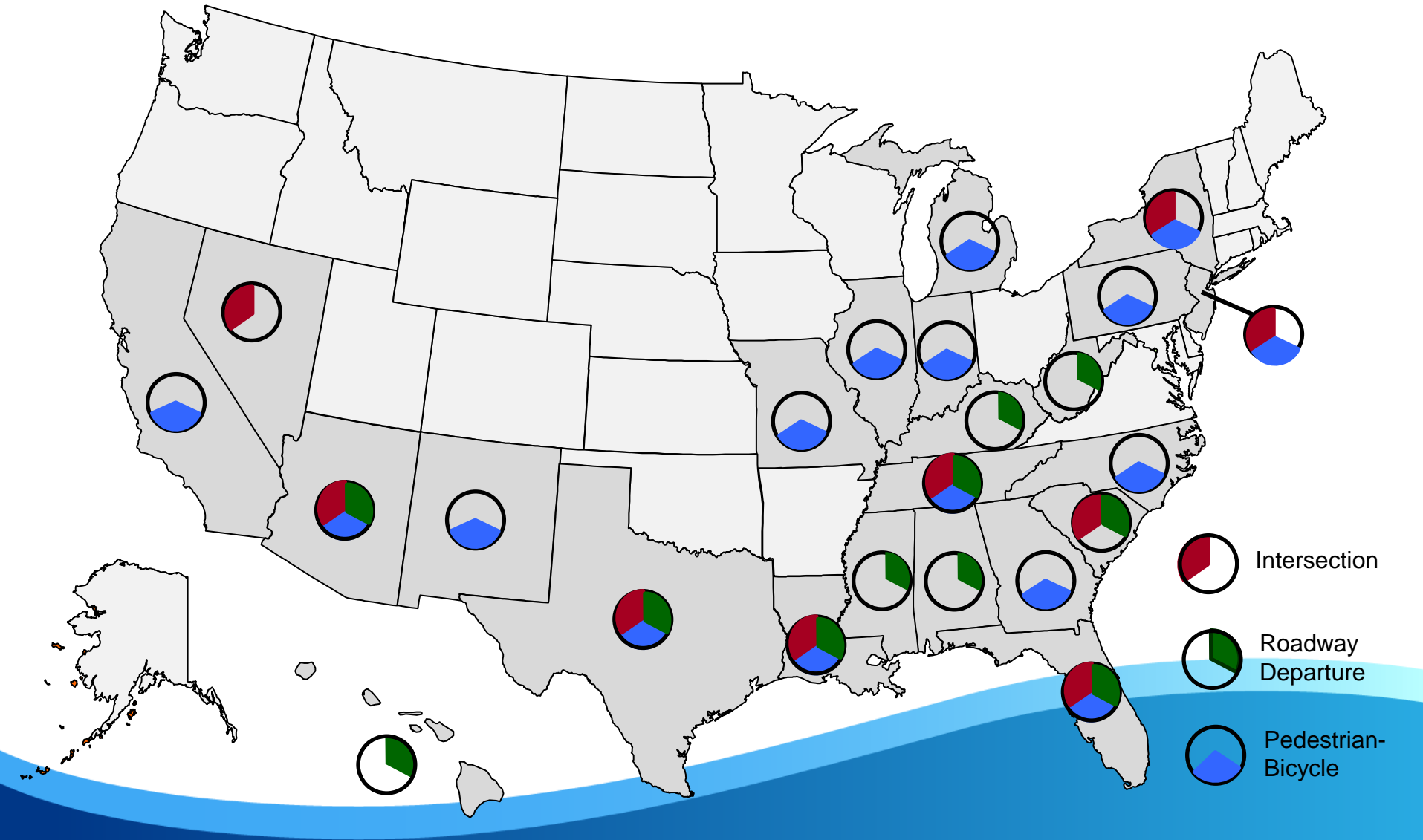
- Intersections and Roadway Departures
    - Focus States have actual fatalities greater than expected by VMT, Population, and Center Line Miles
- $$\left( \frac{\text{Nat'l Rural Fatalities}}{\text{Nat'l Rural VMT}} \times \frac{\text{State Rural VMT}}{\text{State Total VMT}} \right) + \left( \frac{\text{Nat'l Urban Fatalities}}{\text{Nat'l Urban VMT}} \times \frac{\text{State Urban VMT}}{\text{State Total VMT}} \right)$$
- Pedestrian/Bicyclist Focus Cities
    - Top 20 by number of fatalities, or
    - Population fatality rate higher than average of top 50

# 2010 Safety Focus States

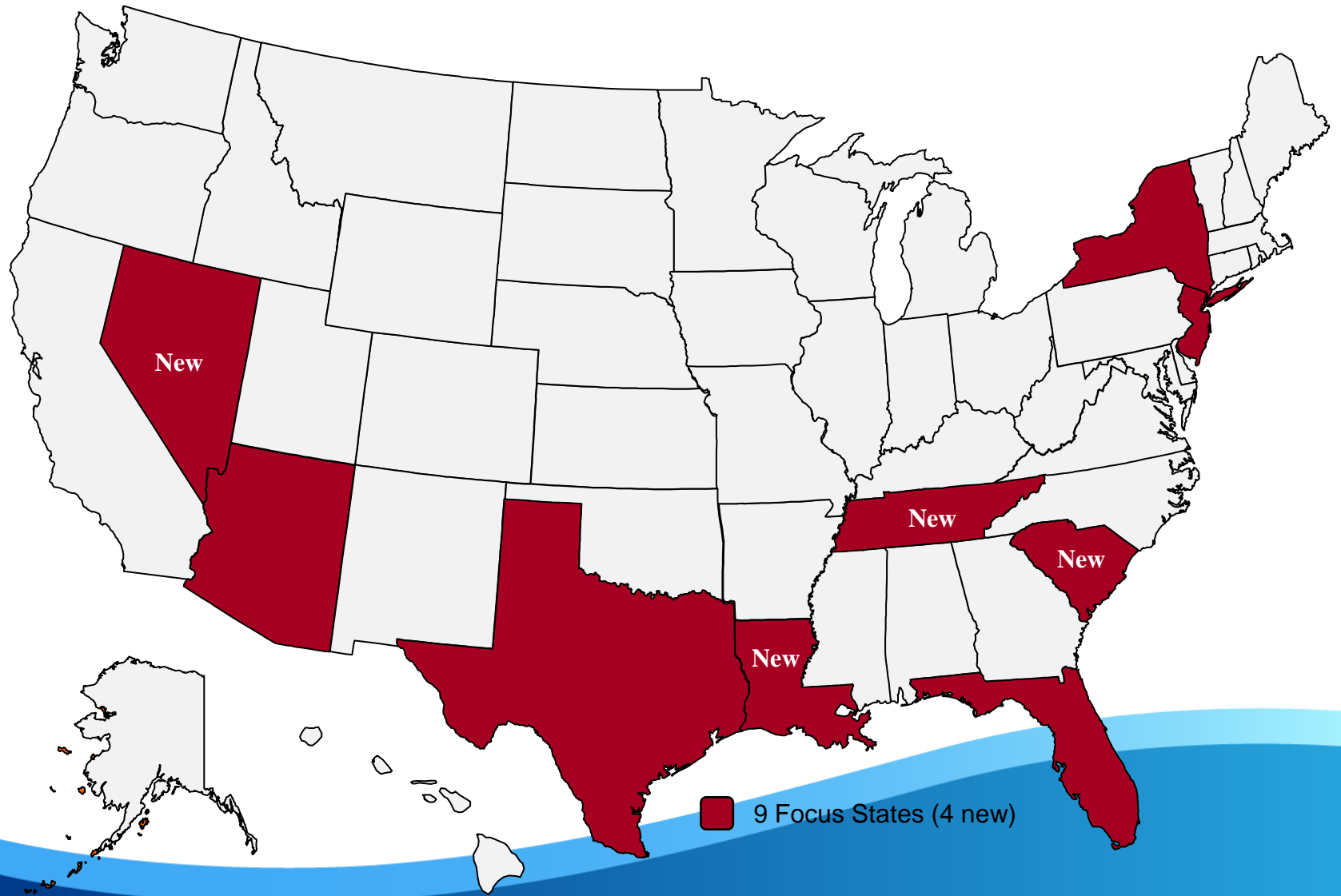
● Roadway Departures   ● Pedestrians   ● Intersections



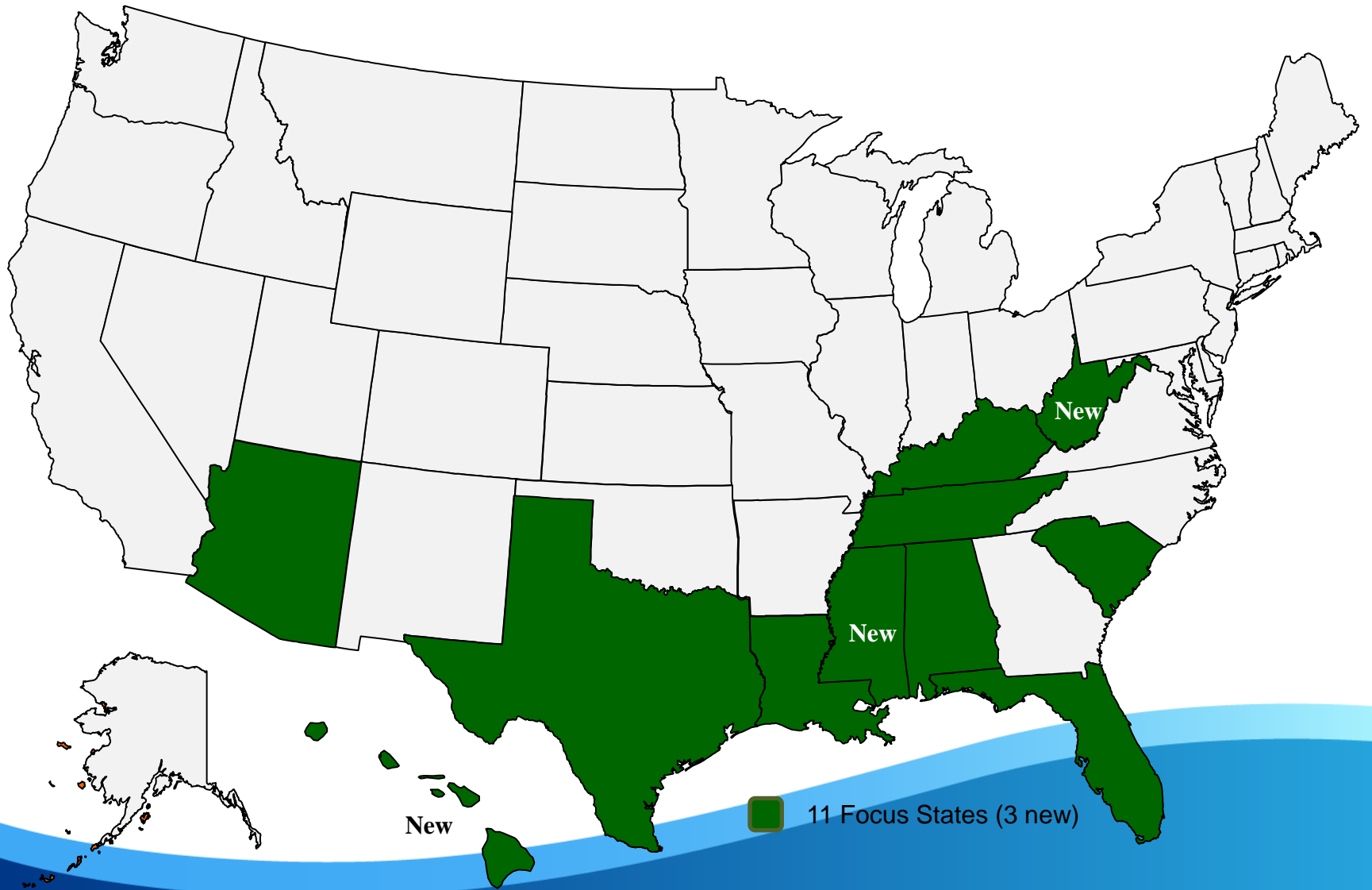
# 2015 Focus States



# Intersection Focus States

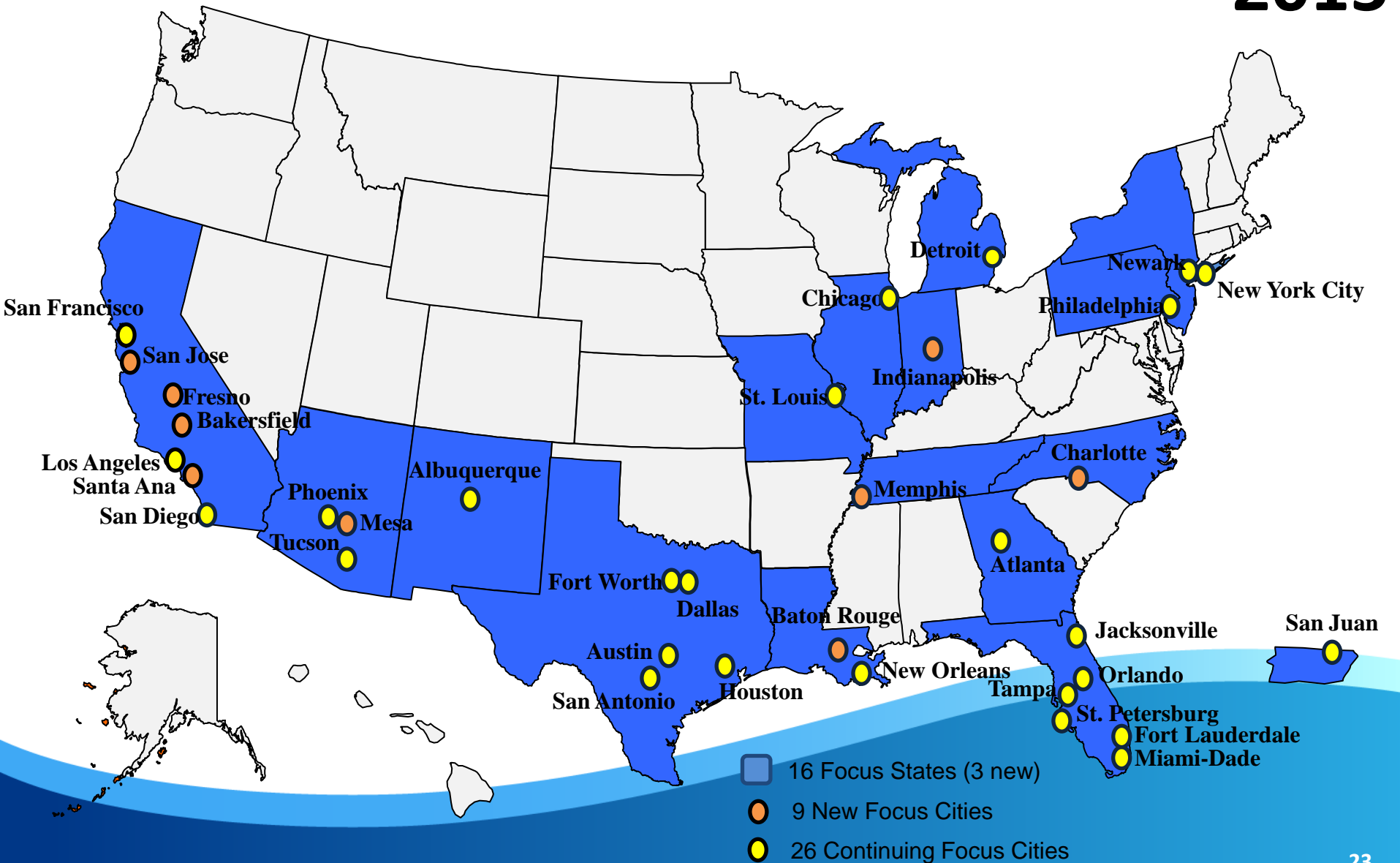


# Roadway Departure Focus States



# Pedestrian-Bicycle Focus Cities/States

## 2015



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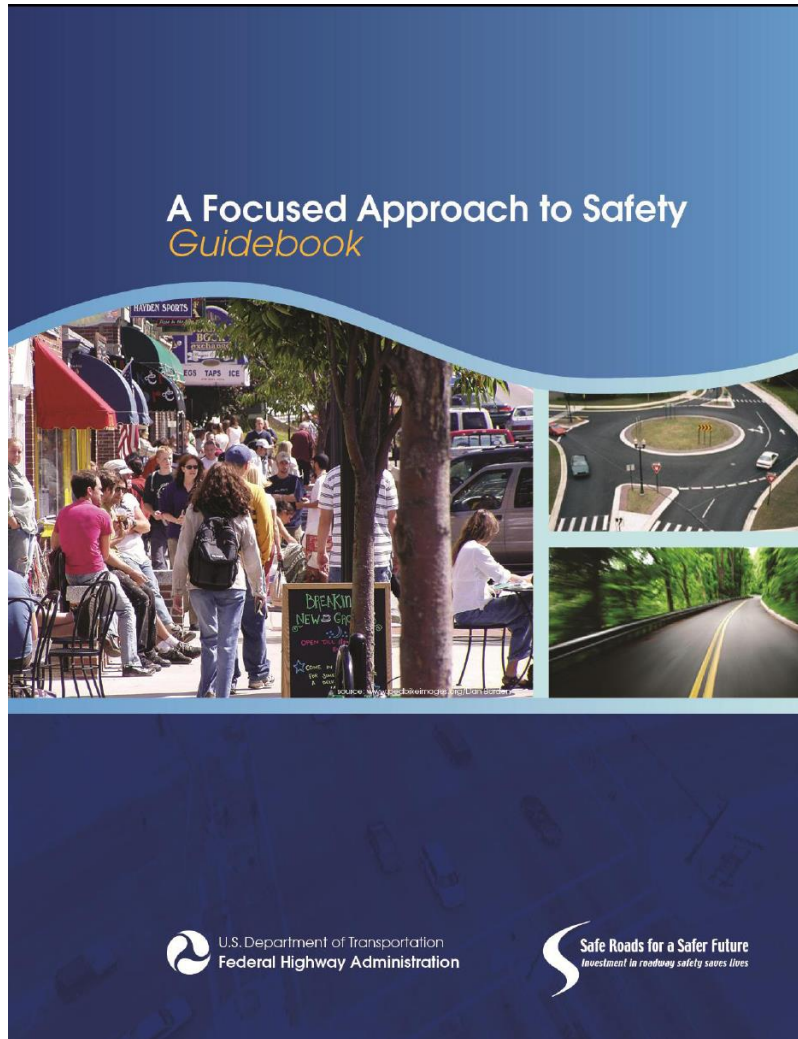


# What's in it for Louisiana?

- Technical Assistance
- Implementation Plans
  - Roadway Departure
    - Plan finalized 2011
    - Currently updating plan
  - Intersections
    - Plan finalized in 2008
  - Pedestrian/Bicycle
    - New Orleans
    - Baton Rouge



# Focused Approach Guidebook



## Highlights:

- ✓ Program Purpose
- ✓ Program Benefits
- ✓ Program History
- ✓ Focus State Eligibility Criteria
- ✓ Steps for Success
- ✓ Initial Deployment Checklist
- ✓ Focus Area Highlights

# Focused Approach Communication Tools

- ✓ Fact Sheet
- ✓ Talking Points
- ✓ Toolbox
- ✓ Guidebook
- ✓ Webinar to FHWA Personnel
- ✓ Webinar to Focus State Representatives



<http://safety.fhwa.dot.gov/fas/>

# Questions

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